



Cable Enterprise Announcement

August 27, 2019

New Mission

**The Mission of the Enterprise is
changing**

***“Provide advanced internet
connectivity to enable internet-
based services, television and wired
phone access”***

Enterprise Branding

With the change in Mission, the Enterprise will change its branding. This includes

- New Logo**
- New Name**

New Logo and Name

Approachable, friendly and sophisticated, digital streams in diverse colors move through the familiar bell shape, representing the variety of services San Bruno residents will enjoy through the Enterprise's Internet Access. The name acknowledges City ownership as well as the range of (Inter)net based services



SAN BRUNO
CityNet Services

New Logo and Name



SAN BRUNO
CityNet Services



SAN BRUNO
CityNet Services

Rollout Plan

- **City Manager's Newsletter (August Issue)**
- **Pylon Sign at CityNet Office**
- **Marketing Collateral**
- **CityNet Vehicles**
- **CityNet Uniforms**
- **Customer Bills**
- **Programming & Vendor Notifications**



Thank you